



REVITALIZING

PRAIRIE WINDS PARK

WHAT WE HEARD REPORT PHASE THREE



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The third and final phase of 'Revitalizing Prairie Winds Park' asked Calgaryans to review and comment on the preferred park concept.

The City of Calgary Parks has now completed the final phase of public engagement on the Prairie Winds Park project. Based on extensive public input obtained during the first and second phases of engagement, a well-supported final concept plan has now emerged to inform the redevelopment of the park.

The third, and final, phase of engagement occurred over two weeks from January 31 to February 14, 2015. The goal of the phase was to communicate the preferred park concept to the public and to validate the concept by asking if it meets the public's vision for the park.

Feedback was provided through:

- Online survey
- Social media
- Phone and email
- Public Open House
- returned 'Champions Toolkits'

During the third phase of engagement, 326 individuals were engaged and learned about the revitalization process while 96 people provided feedback on the preferred concept. Most responses were collected through the survey (88).

The majority of participants are in favour of the park redevelopment and support the proposed concept. Key feedback heard about the preferred concept include:

- Overall design and uses
- Adding washrooms
- Providing activities for all
- Making improvements to the pool area
- Planning for maintenance, power and water sources, and accessibility

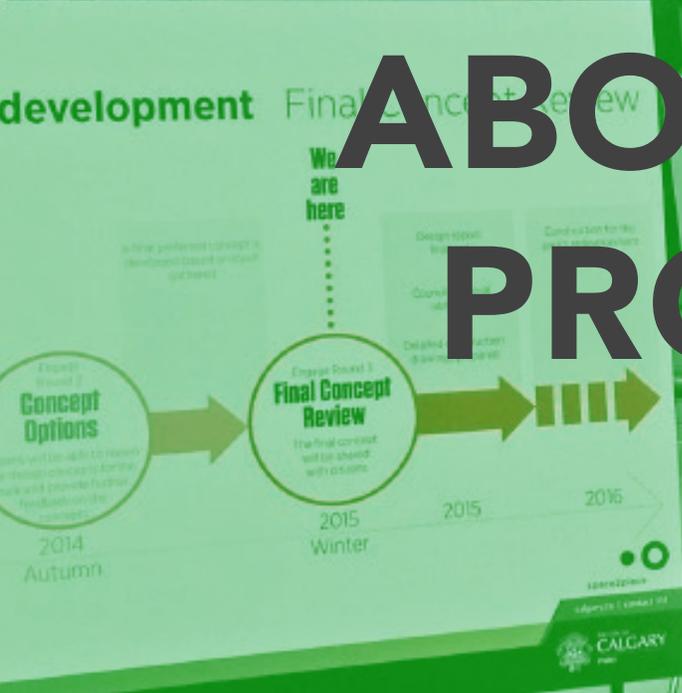
The next step for the project team is to present the preferred concept and development report to Calgary City Council, and to move into detailed design before the construction of park upgrades can begin.

Detailed designs and construction document preparation are planned for 2015.

Construction for the park redevelopment is scheduled to start in 2016.

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ABOUT THE PROCESS



The 'Revitalizing Prairie Winds Park' engagement process began in July 2014 and concluded in February 2015.

The City of Calgary Parks is coordinating a redevelopment process for Prairie Winds Park. The process involved three phases of community engagement in total and will culminate in a redevelopment plan for the park.

Each phase of consultation built on the feedback heard from the previous phase, until the park concepts were refined to one preferred park plan. In the first phase initial insight was gained by asking the community what they love about Prairie Winds Park and what they'd like to change.

In the second phase participants commented on the vision, mission, and guiding principles, as well as 3 design concepts that were developed for the park. In the third and final phase a preferred concept was presented and rated for validation of appropriateness.

The input gathered from the public consultation was one of three factors being considered in the design process. The redevelopment of Prairie Winds Park is informed by an understanding of suitability—what elements are a good fit for the site, desirability—what park users want, and resources—the financial resources to improve and maintain the redeveloped park.



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ENGAGEMENT OPPORTUNITIES



15 days



96 responses



326 participants

The third phase of the engagement process took place over 15 days, from January 31 to February 14, 2015. 96 responses were provided from among 326 participating individuals.

ENGAGEMENT TECHNIQUES & PARTICIPATION



SURVEY 88 participants

Through Phase 3, participants were invited to use an online survey to record their thoughts. The survey was also made available through the champions toolkit and at the Open House.



OPEN HOUSE 192 participants

The project team hosted a public open house at the Genesis Centre on January 31, 2015 to present the final design concept and obtain feedback.



SOCIAL MEDIA 260 participants

Over 2000 social media users were reached through the City of Calgary's Facebook and Twitter accounts used to invite Calgarians to participate in the survey and to watch the preferred park design video online.



BUSINESS CARDS 500 recipients

Project team members distributed Revitalizing Prairie Winds Park business cards to 500 recipients; each card contains contact and project information.

** A participant is someone who has actively sought out project information or provided a response.*

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CONCEPT REVIEW

*"To what extent do you agree or disagree with this statement:
This concept plan meets my vision for Prairie Winds Park."*

SURVEY RESPONSES – PERCENT

1.2

Don't Know

7.1

Strongly Disagree

1.2

Somewhat Disagree

0

Neither Agree nor Disagree

21.2

Somewhat Agree

69.4

Strongly Agree

The majority of engagement participants agreed that the preferred park concept met their vision for Prairie Winds Park.

SUPPORT

From the responses received, over 90% of people were in agreement that the plan indeed met their vision of the park, with almost 70% “strongly” agreeing with this statement.

COMMENTS

Most of the comments participants shared in the third and final phase of public engagement were simply backing up their support for the plan. A number of people said “I like it” making reference, in most cases, to either the overall design or the variety of uses established in the plan.

“I agree with the concept. I can see the vision.”

Other popular responses include:

Activities for all ages

Providing diverse spaces that attract people of all ages to the park is highly desired. Most people who mentioned this also pointed out that they have various aged children or large extended families they enjoy recreating with, and see the opportunity to do so through this design.

“We have a very large extended family living within Calgary. Therefore we have many different ages of children with different needs. We think that these changes would be very beneficial and hold great value to people with children of any age. Thank You!”

Washrooms

Proposing a second washroom proved to be a key component of the Plan. Some argued they would like to see a third washroom site, while others are simply pleased to have it available all year.

“I love that the washrooms will be available year-round.”

Parking concerns

Even for those who strongly agree that the plan meets their vision for Prairie Winds Park, some don't believe parking has been adequately addressed. Some suggested more stalls while others think an additional entrance point is necessary to alleviate summer and event traffic.

“The new additions and changes 100% great, however parking is sometimes an issue.”

Aquatic Improvements

The pool and pool area also came up a handful of times. Although most comments mirrored what was previously heard—a deeper and warmer pool—there were also some new and innovative ideas for this zone of the park. Building a windbreak or shelter as well as having a sandy beach area were some of the most prominent ideas shared.

In addition to these points there were many individual comments heard. Most have been captured in previous phases of engagement, but this time ranged from the debates over a cricket pitch to providing more bbq and picnic shelters as well as disappointment with the loss of the artificial creek.

“I like how this design enhances the parks many uses. Especially like the relocation of the tennis courts, improvements to the wading pool and the addition of a full size basketball court”

A photograph of two children running away from the camera on a large, green grassy field. The child on the left is wearing a pink shirt and blue pants. The child on the right is wearing a white shirt and orange shorts. The background shows a chain-link fence and trees. The entire image has a green color overlay.

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NEXT STEPS

Where does 'Revitalizing Prairie Winds Park' go from here?

With the completion of the third and final phase of the 'Revitalizing Prairie Winds Park' consultation process, the project team will present the preferred concept and accompanying development report to Calgary City Council.

Detailed designs and construction document preparation are planned for 2015. Construction for the park redevelopment is scheduled to start in 2016.

Stay informed and get updates about the project by visiting calgary.ca/prairiewindspark.